

# artv 283 | *vcd admittance review*

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## general information and policies

Given the highly competitive nature of the profession of graphic design, the Visual Communication Design Admittance Review is intended to make recommendations to students about the appropriateness of the visual communication design major at an early stage in their academic careers. The review is also designed to establish quality among students graduating with a visual communication design degree from Northern Kentucky University, thereby improving and strengthening the reputation of the program and increasing opportunities for its graduates.

All students who want to major in visual communication design (formerly titled “graphic design”) are required to go through the VCD Admittance Review. The review is held on an annual basis during finals “season” of the fall semester. A student is pre-visual communication design until they have passed the review. A student must pass the review to be able to enroll for any further visual communication design (ARTV) courses.

## requirements for the review

The portfolio must contain a mixture of the student’s strongest work from each of the introductory courses and the foundations level as itemized below.

- ART 130: Creating Visual Form (1 project)
- ART 135: Creating Visual Order (1 project)
- ARTD 210: Drawing I (1 project)
- ARTV 201: Introduction to Computer Graphic Design (2 projects)
- ARTV 215: Visual Communication Design I (3 projects)
- ARTV 217: Typography I (3 projects)
- Student choice (any 2 additional projects from the above-listed courses)
- Sketchbooks / documentation of design process
- PDF of the student’s unofficial transcript

## review process: what to expect

Students sign up for a 15-minute time slot through a digital schedule that will be linked from within the ArtV 283 Canvas page. The sign-up will become available a few weeks before the reviews begin. Work is to be laid out neatly within the digital portfolio template provided in the ArtV 283 Canvas page, and uploaded via the individual student’s Assignment section prior to the start time of the review.

The student then meets with the full-time design faculty in a conversational interview via Zoom where the digital portfolio will be visible to all. The student must be prepared to verbally explain their process and ideas on at least two visual communication design and typography projects from the portfolio.

Admittance to the program is based on the work of the student in classes and the review meeting. Criteria that are considered include: design process, concepts / creativity, color, typography, design, craftsmanship, verbal communication, attitude / commitment toward learning as demonstrated in classes, presentation skills, class participation and class preparation. Professionalism is also a major value of NKU and the art & design program. It is seen as an essential component of a program, and is an indicator of potential success beyond the academic experience. Class attendance, punctuality, and constructive communication with instructors and peers are examples of academic professionalism that are expected in all visual arts courses, and are considered in the program’s admission processes.

Admittance to the program requires a unanimous vote by the full-time visual communication design faculty. An evaluation form is used for each candidate that indicates the results of the review. Students receive notification of the results by receiving a copy of this digitally signed form via Canvas. It is also indicated on the transcript with a grade of P or F. Passing ArtV 283 automatically guarantees a seat in one of the sections of ArtV 317: Typography II. Students who do not pass the review and intend to reapply are eligible to do so one more time and must meet with a graphic design faculty member at the beginning of the spring semester to discuss the results and a plan for reapplication.